



Benchmark comparison report

March 2020 – Q3 presentation

March 2020

Benchmark survey

- About TTI Benchmarking survey
- On a monthly frequency TTI undertake a survey of customers from different organisations who have experienced services in the last month
- The survey captures 350 responses each month
- Customers are invited from a survey panel, who are incentivised to provide their views by the panel provider rather than the service provider
- The panel provider we work with ensures the following:
 - Respondents have provided permission to be contacted by TTI
 - Respondents have verified their interactions are genuine
 - Respondent data complies with appropriate data protection guidelines

Benchmark survey questions

- Q1: Which company or organisation would you like to tell us about your experience with?
E.g. BT, British Gas, Marks and Spencer, Mercedes Benz, Amazon etc.
- Q2 When you received service from this provider could you tell us what service they were providing?
E.g. selling you a service/product, helping you pay your bill, making account changes, booking an appointment or reporting a problem.
- Q3: Overall on a scale of 1-10 (1 = very satisfied, 10 = very dissatisfied) how satisfied were you with this service provider?
- Q4: Please tell us in a few words, why you provided that rating? For example did a member of staff do a great job or was it difficult to make a payment etc.
- Q5: On a scale of 1-10 , where 1 is low effort and 10 is high effort, how much effort was required from you to achieve your desired outcome?
- Q6: Again, please could you tell us why you provided that rating?
For example what made it difficult to achieve your desired outcome or how did they make it easy for you to achieve your outcome?
- Q7: On a scale of 1-10 (1 = Very unlikely, 10 = Very likely) as a result of your recent experience,
How likely are you to recommend the organisation to a friend, relative or colleague.
- Q8: On a scale of 1-10 (1 = Very unlikely, 10 = Very unlikely), as a result of your recent experience,
How likely are you to re purchase from or use this organisation again
- Q9: Please could you let us know approximately when and where you received this service experience?
- Q10: What is your gender?
- Q12: Please state which of the following age groups you fall into:

Benchmark insights

Overall results summary

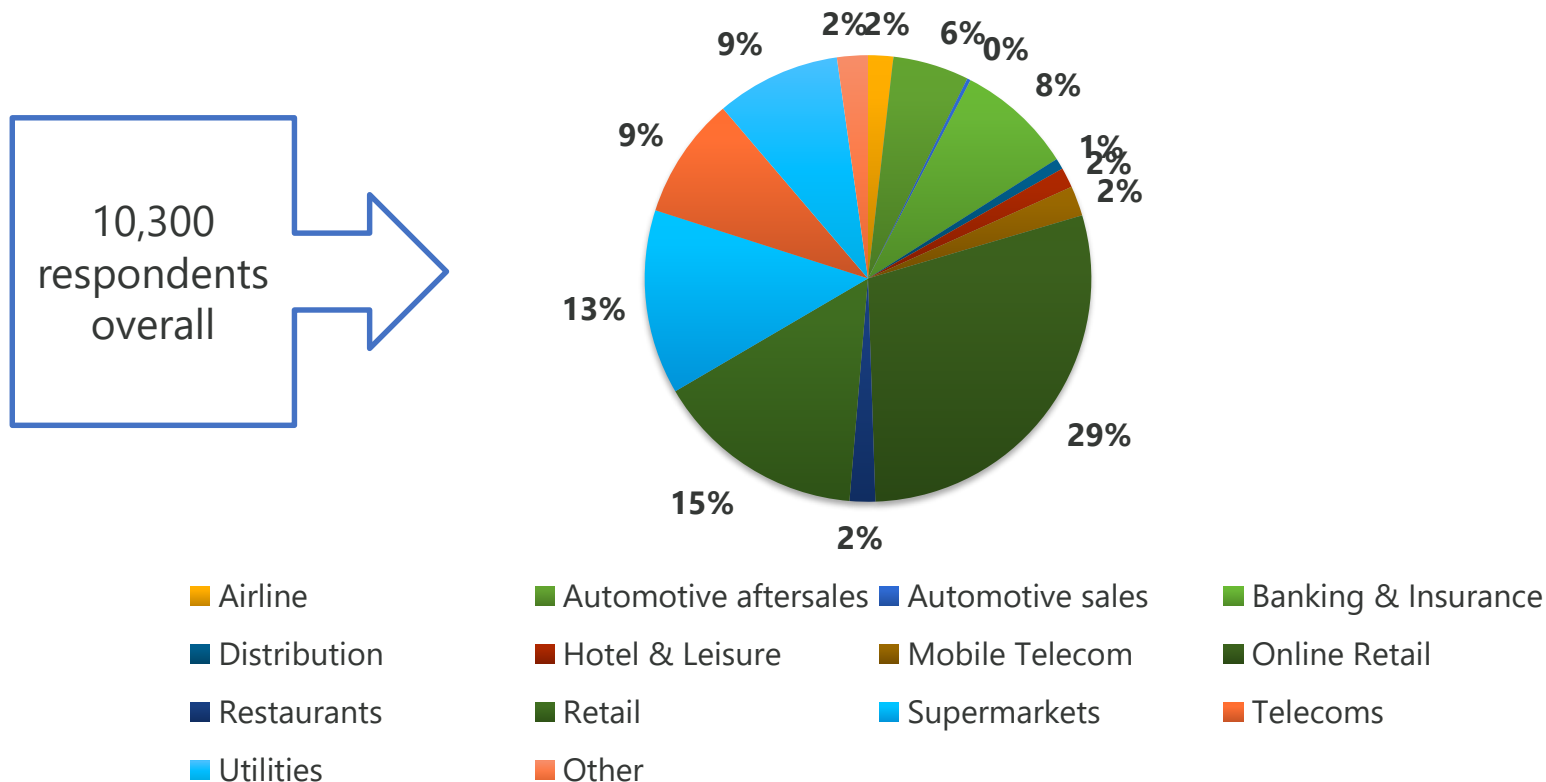
- 10,300 respondents are now included in the benchmark survey year to date
- Against the last quarter Csat increased by .01, effort improved by .04 overall on the previous quarter and recommendation increased by .02
- Across the 12 sectors – 6 increased Csat, 4 declined and 2 demonstrated no change
- Utilities stayed consistent, largest sector movements – Restaurant - decrease by .19, Airline and Distribution both increased by .12
- In Distribution Ceffort decreased by .18 – Propensity to use again increased by .02
- Satisfaction in the Airline sector has been influenced through service and improved communication – ease of contact
- Restaurants are showing decline through staffing issues, this is reflected as a seasonal challenge

Benchmark insights

- Slide 24 – Largest Utility sector increase in the interaction / process area is - Paying a Bill increased by .26
- Satisfaction with Meter Installation declined by .19
- Slide 25 – Meter Problems declined by .22
- Utility Customer service increased by .07 (Customer Service has a high correlation with other factors, therefore we see similar scores reflected)
- Ovo Energy delivers the best Customer Service @10 / Affinity Water @ 9.0 / SSE @ 8.0
- Poorest Customer Service - Scottish Power @ 4.13 and British Gas @ 6.35
- We are seeing an increase in Ceffort across people related interactions

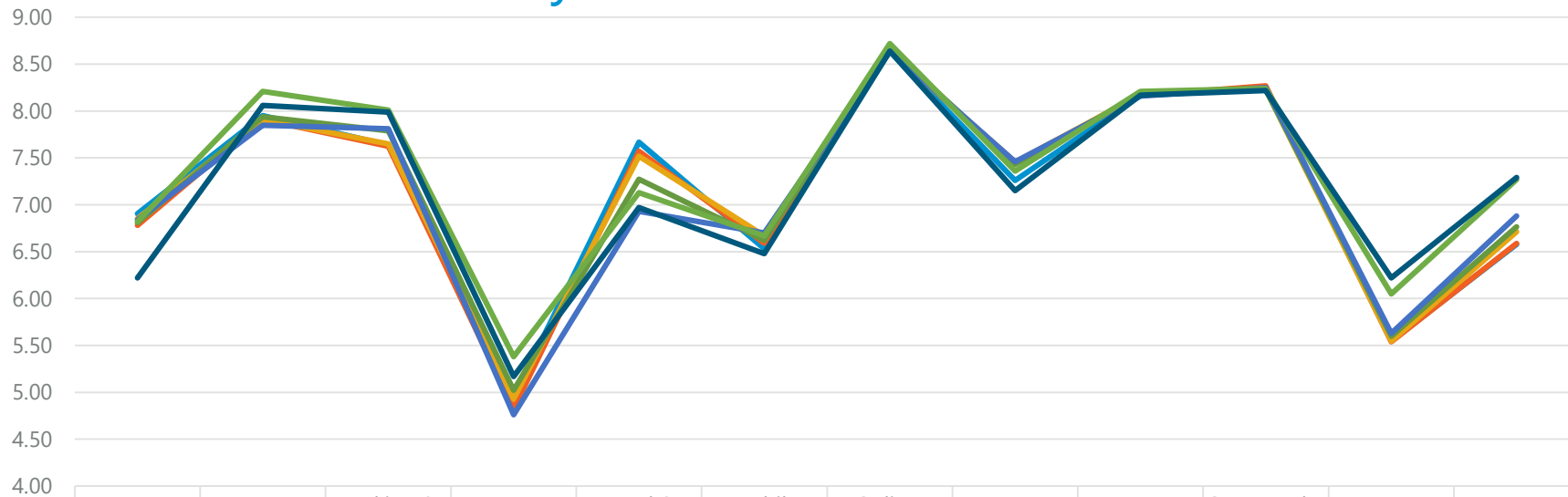
Benchmark survey – Response Rates

Benchmark survey – Respondent Participation



Benchmark survey results – Sector Overall Trend

Benchmark survey results – Sector Overall Trend

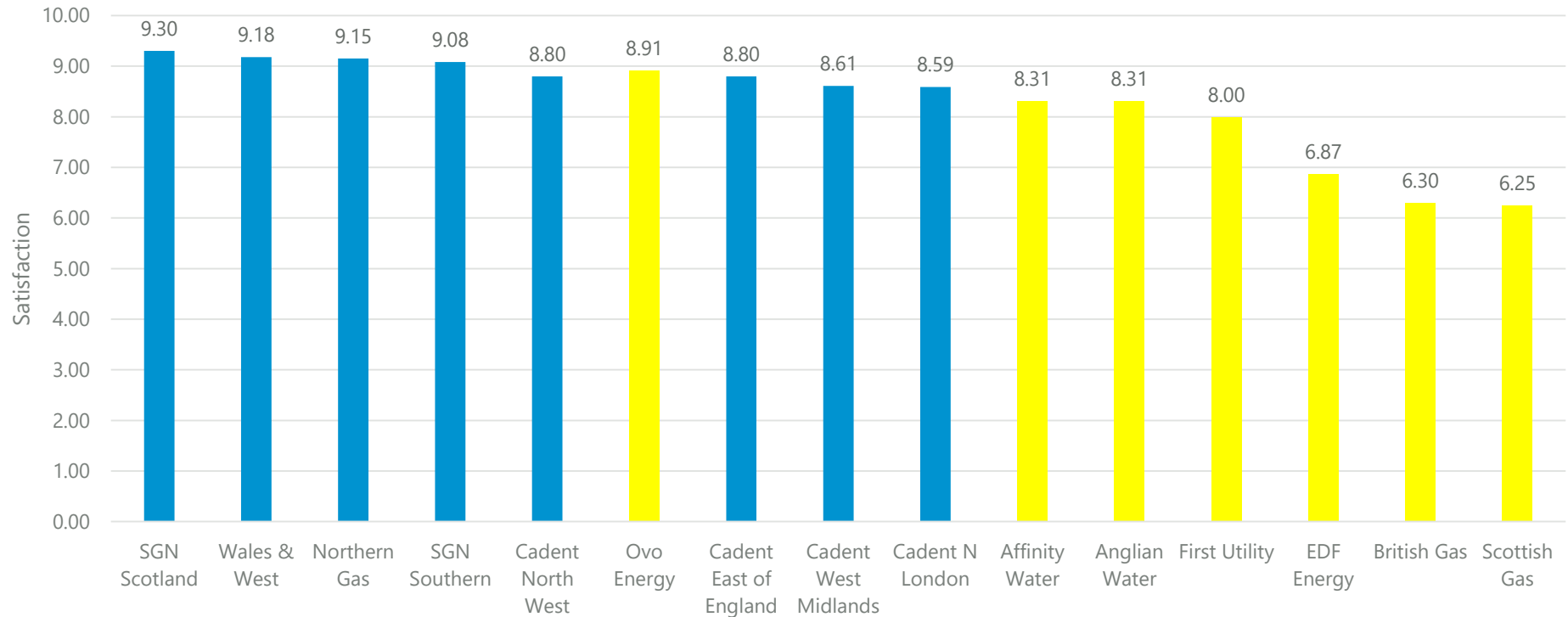


	Airline	Automotive	Banking & Insurance	Distribution	Hotel & Leisure	Mobile Telecom	Online Retail	Restaurants	Retail	Supermarkets	Telecoms	Utilities
2019 Q3	6.90	7.95	7.64	4.95	7.67	6.53	8.64	7.26	8.17	8.26	5.55	6.58
2019 Q2	6.78	7.91	7.63	4.83	7.57	6.59	8.64	7.45	8.17	8.27	5.54	6.59
2018 Q4	6.85	7.91	7.65	4.93	7.52	6.67	8.64	7.45	8.17	8.23	5.54	6.71
2018 Q3	6.81	7.94	7.79	5.02	7.27	6.62	8.67	7.43	8.18	8.23	5.60	6.76
2018 Q2	6.84	7.85	7.81	4.76	6.93	6.7	8.64	7.46	8.16	8.25	5.63	6.88
2018 Q1	6.82	8.21	8.01	5.38	7.13	6.67	8.72	7.36	8.21	8.24	6.05	7.27
2017 Q4	6.22	8.06	7.99	5.17	6.97	6.48	8.64	7.15	8.17	8.22	6.22	7.29

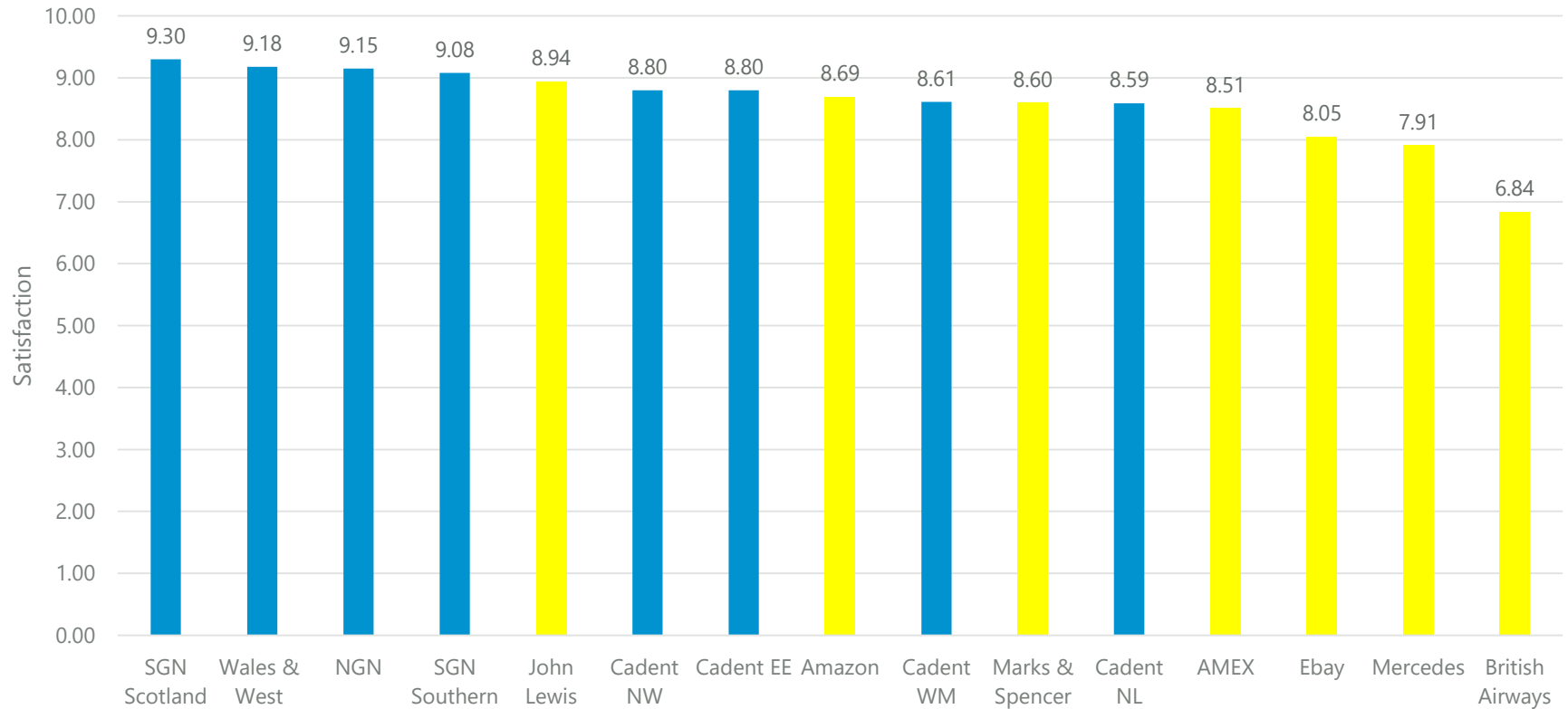


Benchmark survey results - Overall satisfaction scores by utility company

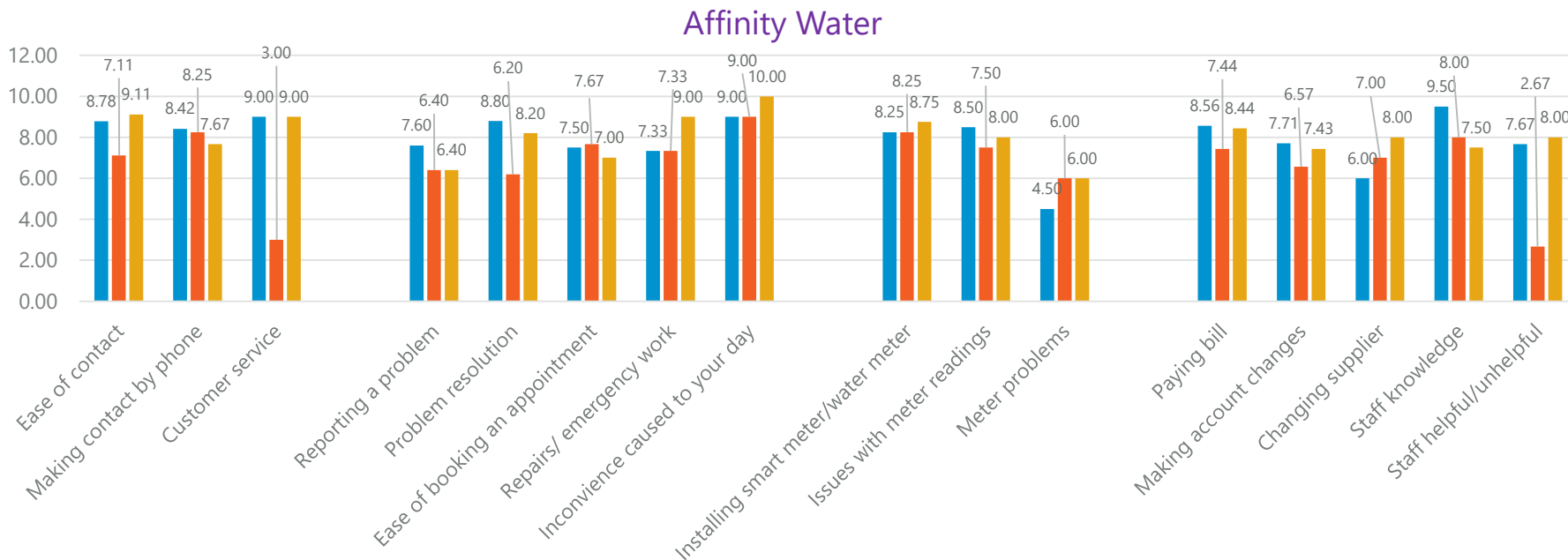
Benchmark survey results - Overall satisfaction scores by utility company



Benchmark survey results - Mature benchmark comparison



Benchmark survey results – journey scores by benchmark Utility comp

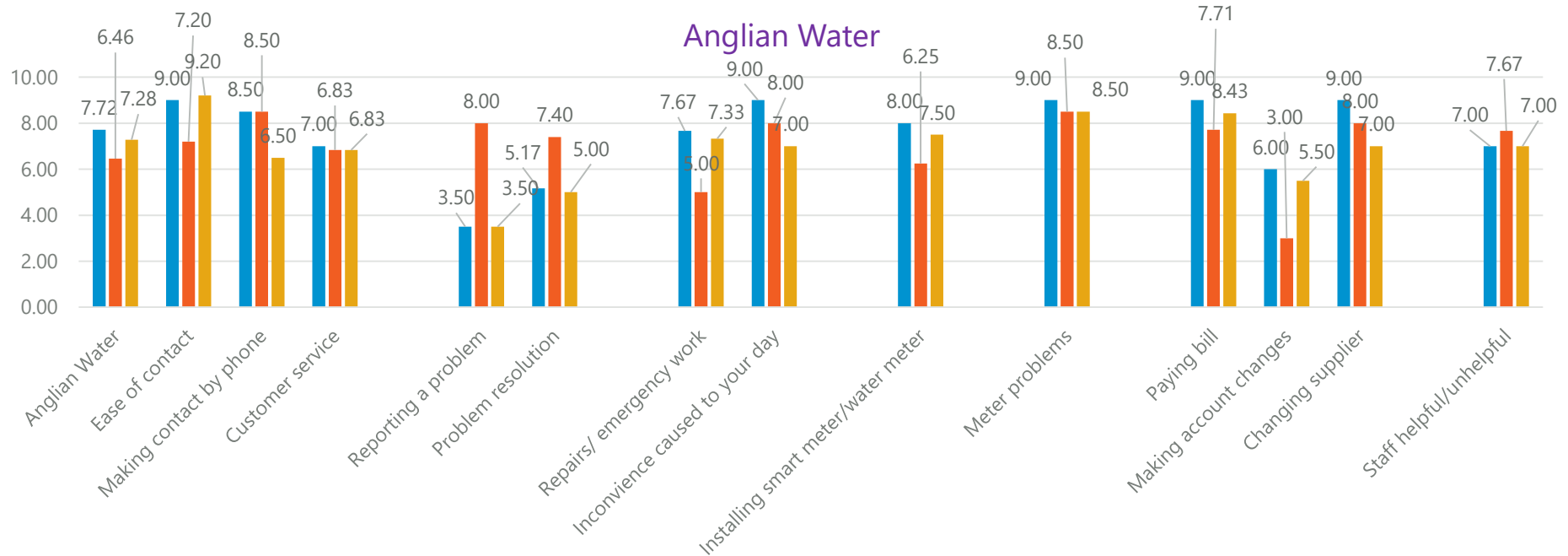


■ Q3 How satisfied were you with this service provider?

■ Q5 How much effort was required from you to achieve your desired outcome?

■ Q7 As a result of your recent experience, how likely are you to recommend the organisation to a friend, relative or colleague.

Benchmark survey results – journey scores by benchmark Utility comp

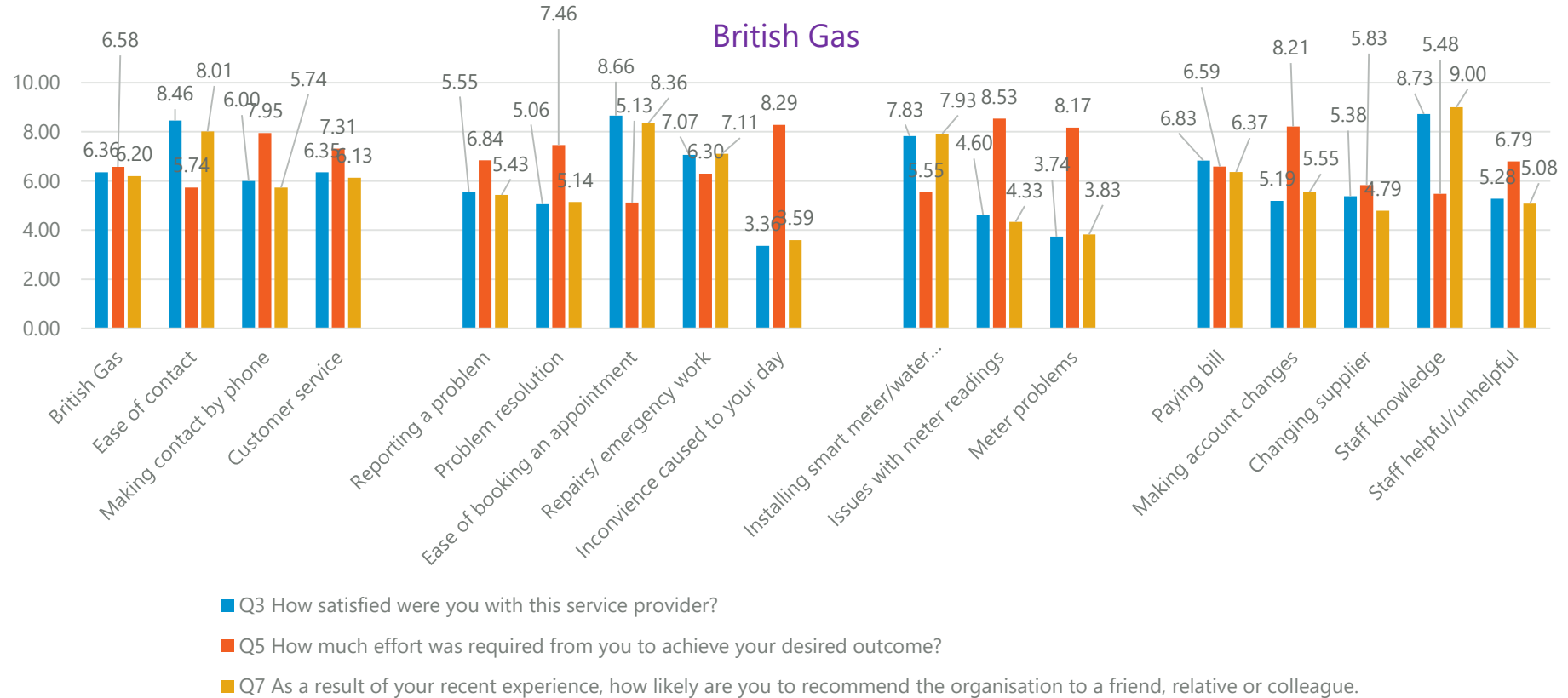


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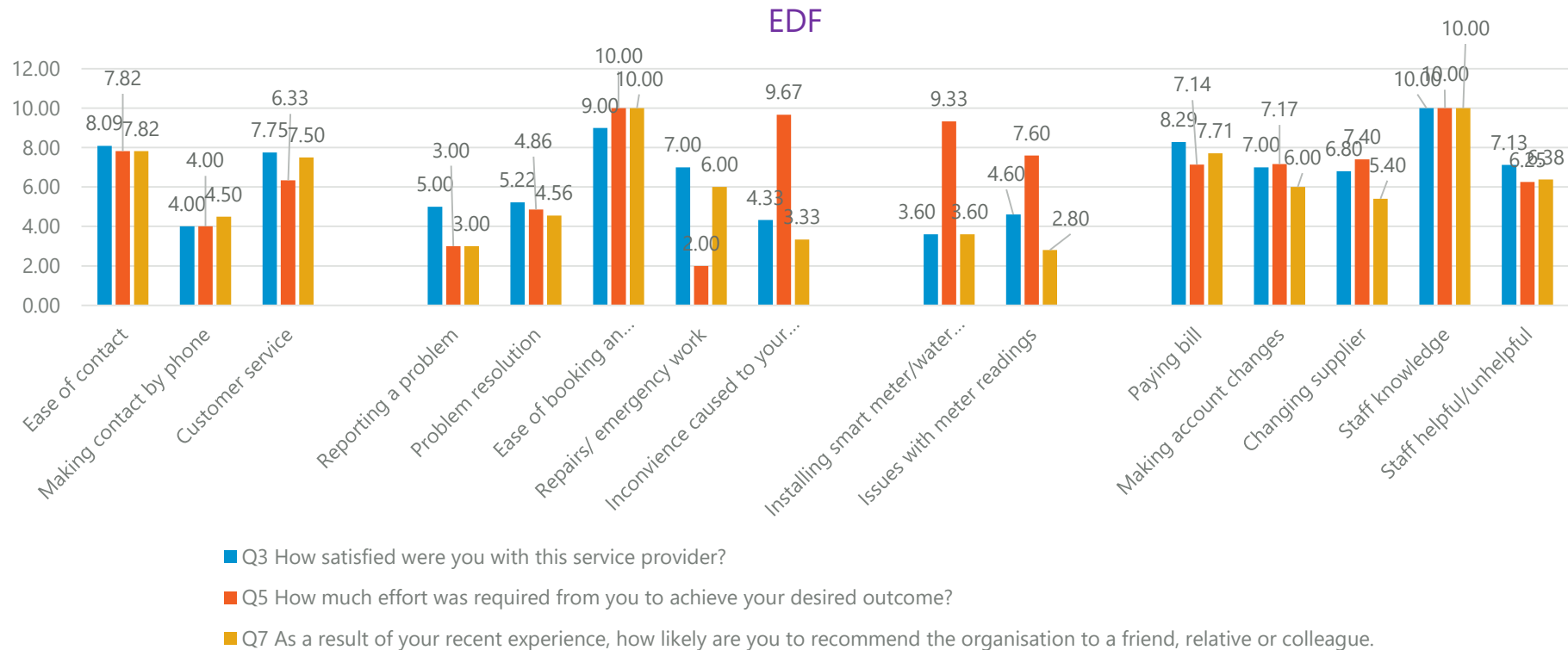
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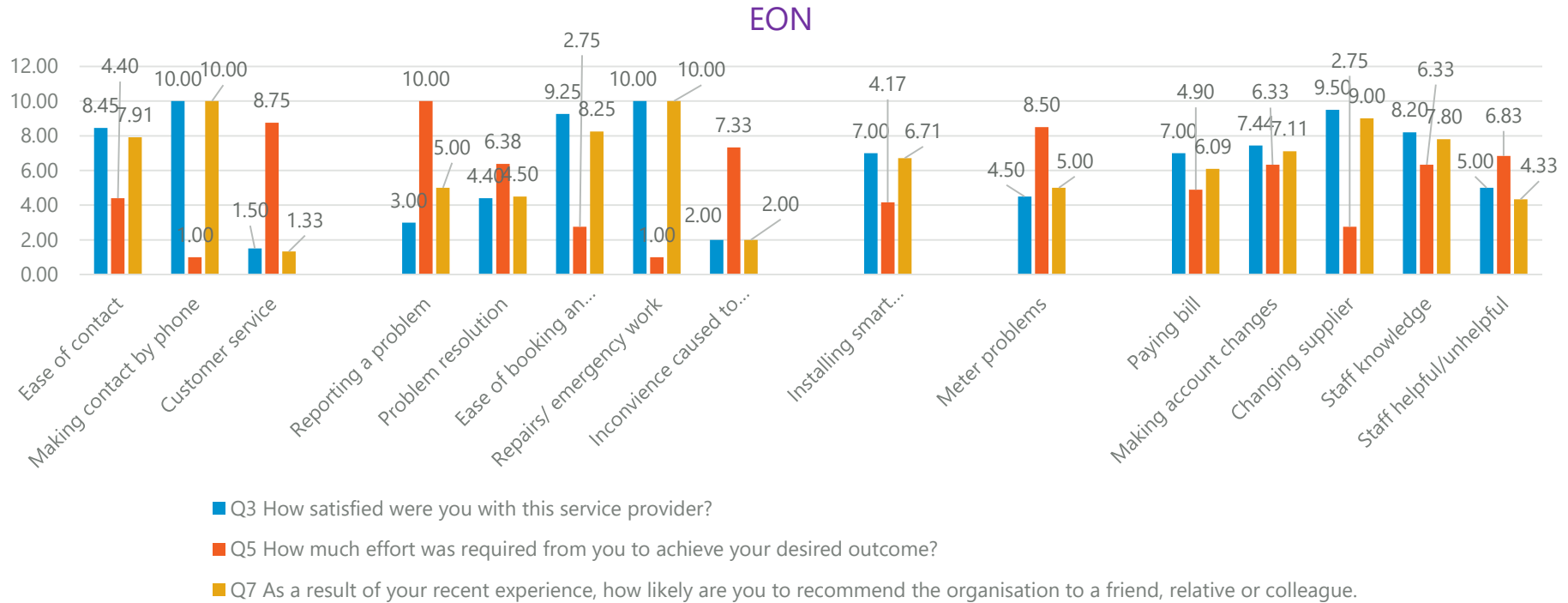
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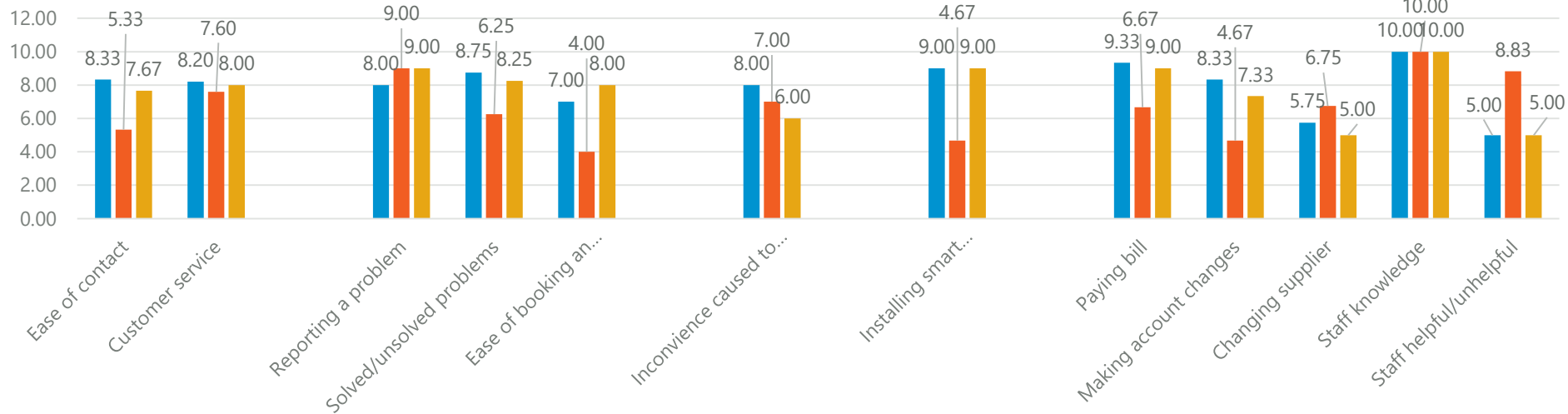


Benchmark survey results – journey scores by benchmark Utility comp



Benchmark survey results – journey scores by benchmark Utility comp

First Utility



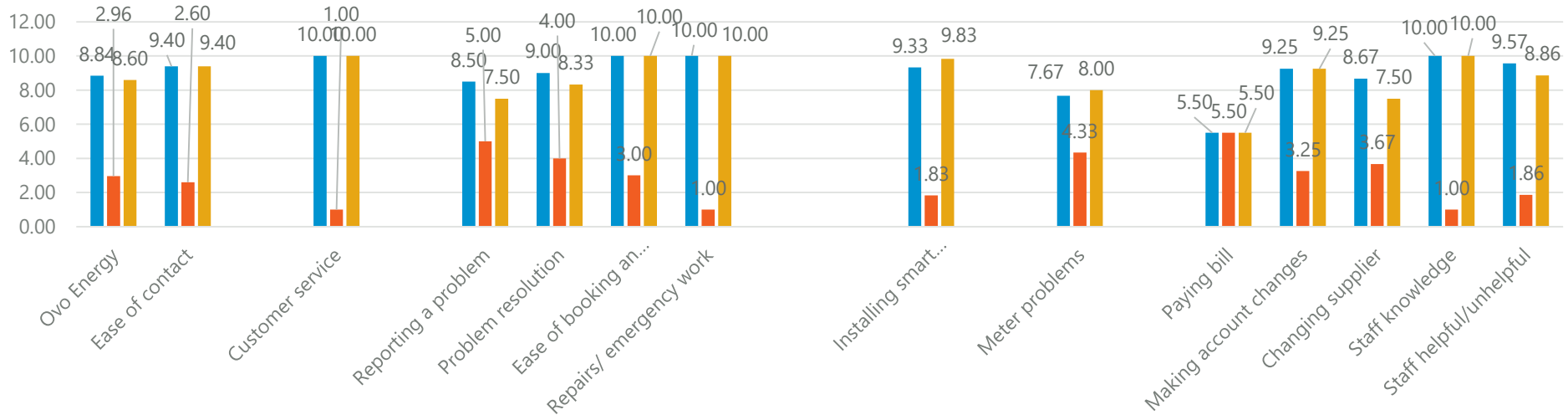
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Ovo Energy



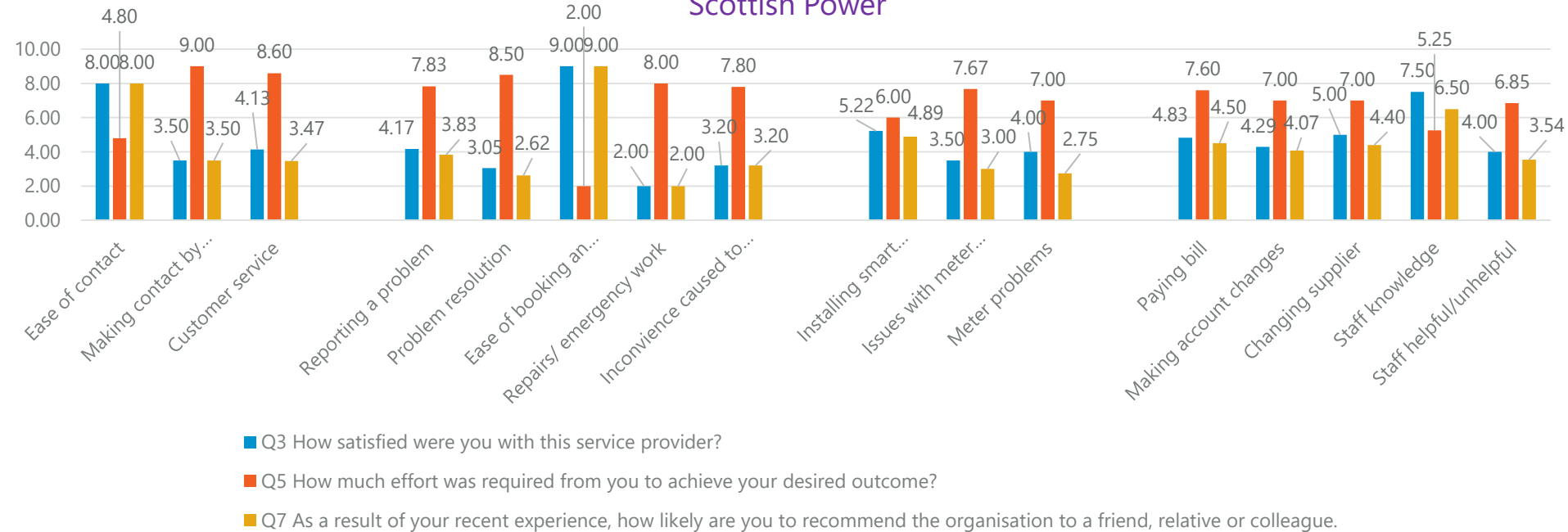
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Scottish Power



Benchmark survey results – journey scores by benchmark Utility comp

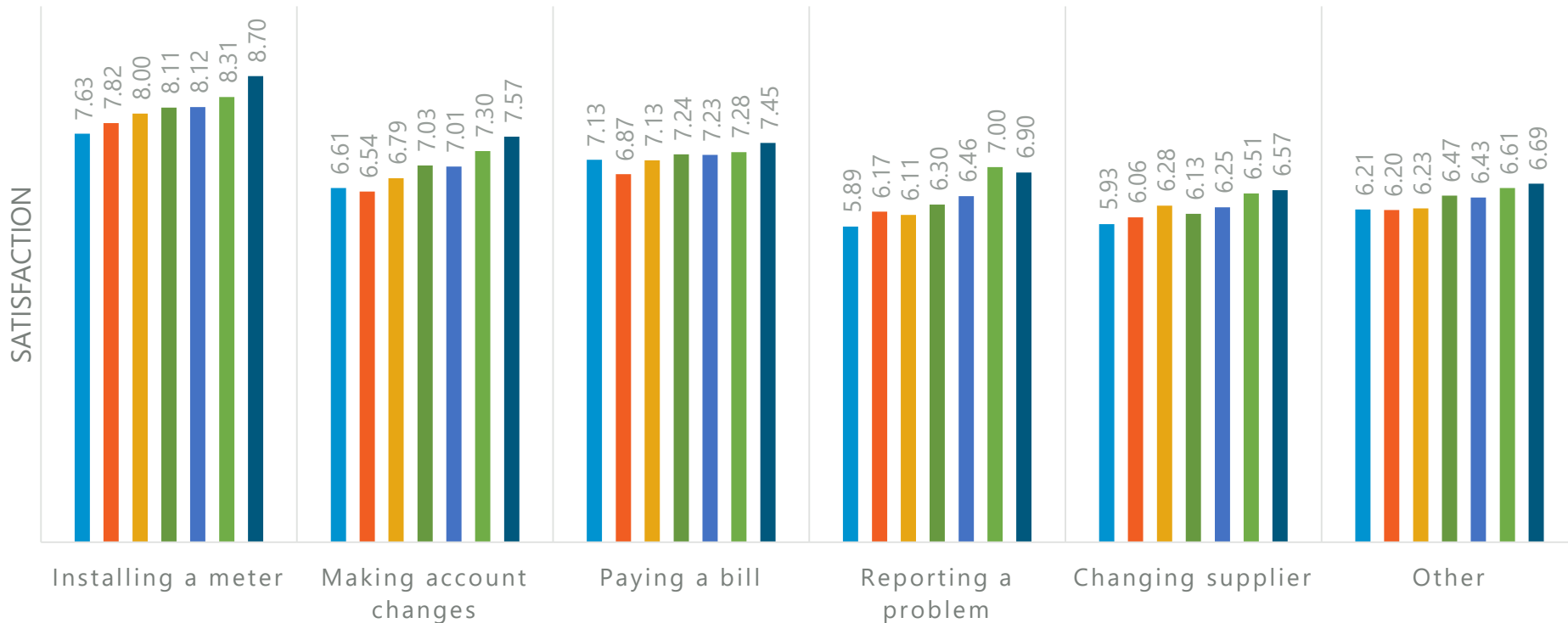
SSE



Benchmark survey - Overall satisfaction scores across all captured
Utility providers (Q2) – What was the reason for your contact?
(Q4) – Scores by types of interaction?

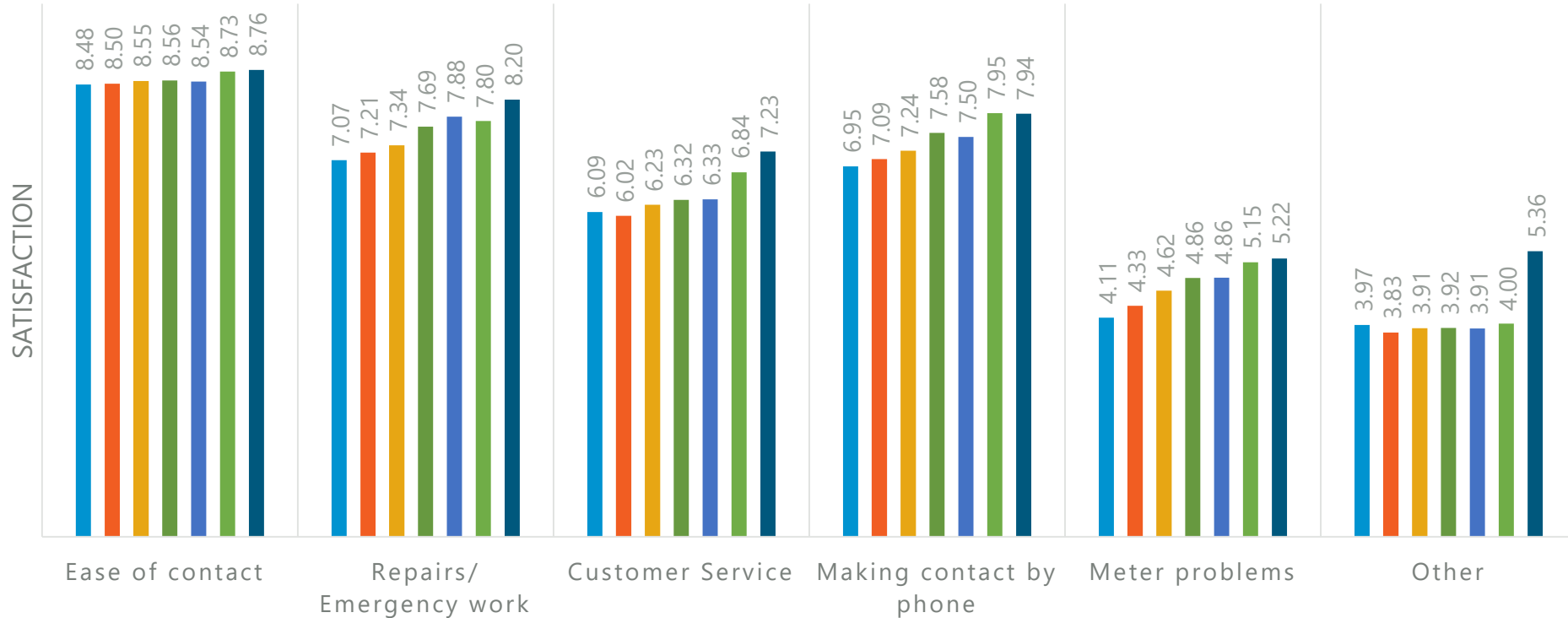
Benchmark survey - Overall satisfaction scores across all captured Utility providers (Q2) – What was the reason for your contact?

■ 2019 Q3 ■ 2019 Q2 ■ 2018 Q4 ■ 2018 Q3 ■ 2018 Q2 ■ 2018 Q1 ■ 2017 Q4



Benchmark survey - Overall satisfaction scores by interaction type across all captured Utility providers (Q4) – Scores by types of interaction?

■ 2019 Q3 ■ 2019 Q2 ■ 2018 Q4 ■ 2018 Q3 ■ 2018 Q2 ■ 2018 Q1 ■ 2017 Q4



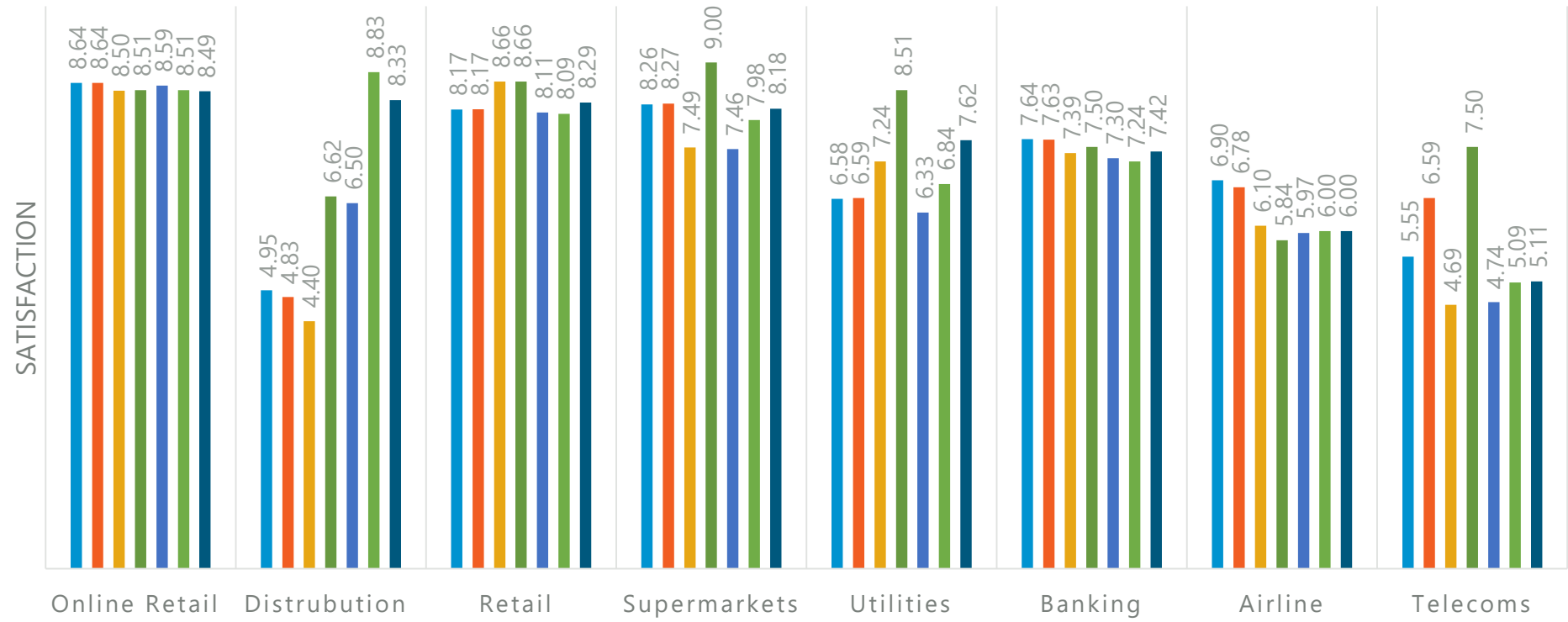
Benchmark survey - Overall satisfaction vs customer effort scores by interaction type across all captured Utility providers (Q4) – Scores by types of interaction?



Benchmark survey - Overall on a scale of 1-10 - How satisfied were you with this service provider regarding their customer service?

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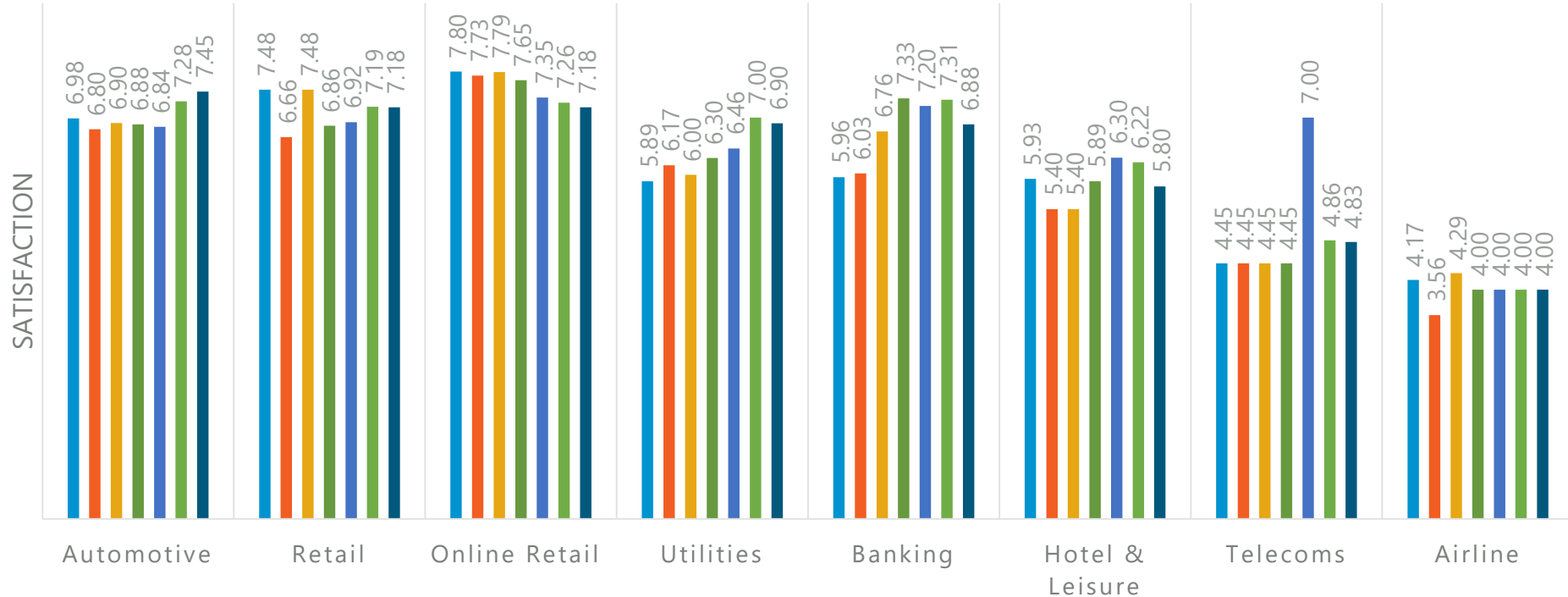
■ 2019 Q3 ■ 2019 Q2 ■ 2018 Q4 ■ 2018 Q3 ■ 2018 Q2 ■ 2018 Q1 ■ 2017 Q4



Benchmark survey - Overall on a scale of 1-10, how satisfied were you with this service provider regarding reporting your problem?

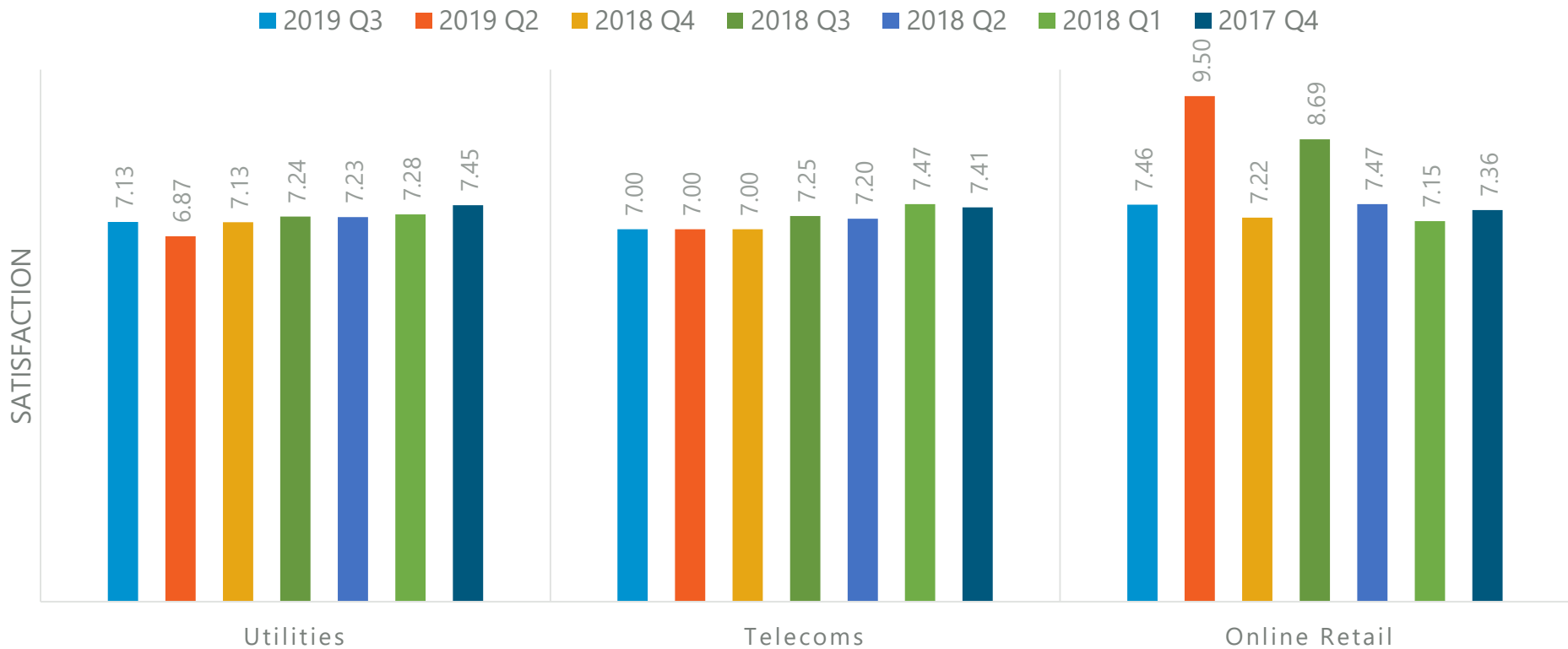
Benchmark survey - Overall on a scale of 1-10, how satisfied were you with this service provider regarding reporting your problem?

■ 2019 Q3 ■ 2019 Q2 ■ 2018 Q4 ■ 2018 Q3 ■ 2018 Q2 ■ 2018 Q1 ■ 2017 Q4



Benchmark survey - Overall on a scale of 1-10, how satisfied were you with this service provider regarding making a payment?

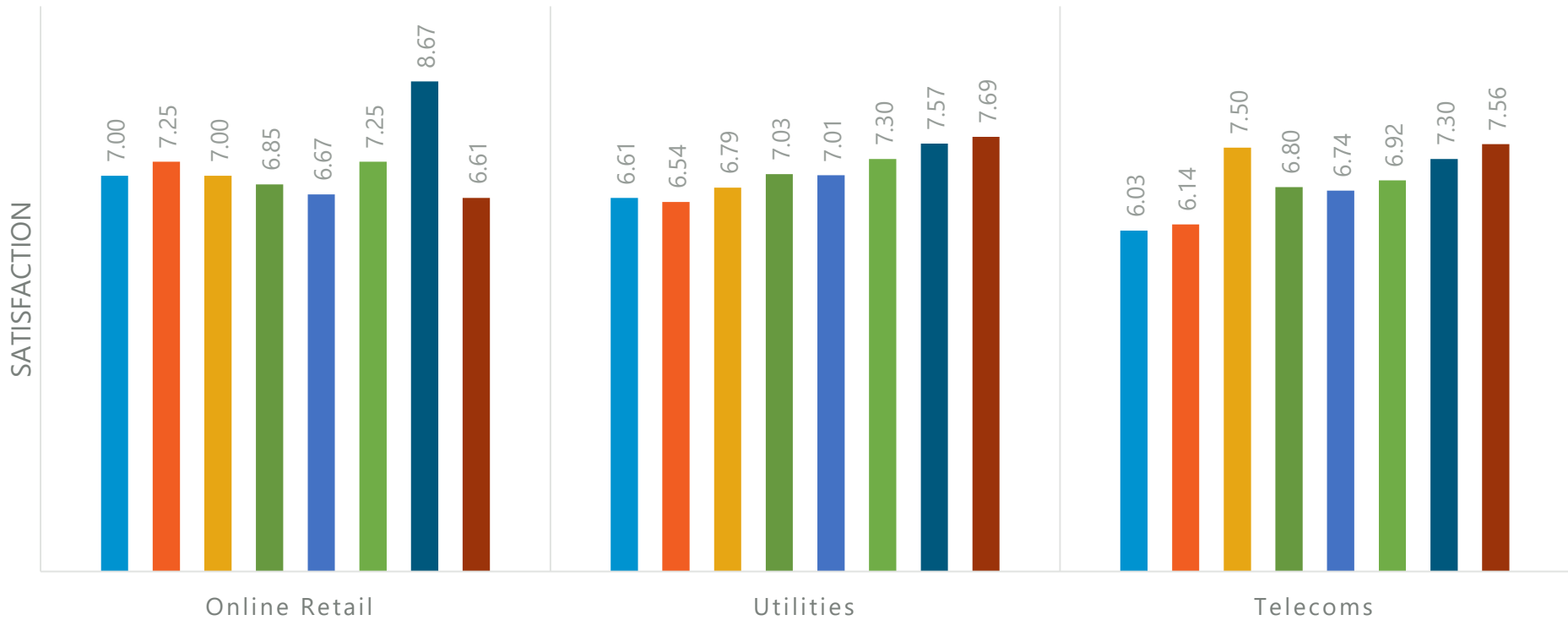
Benchmark survey - Overall on a scale of 1-10, how satisfied were you with this service provider regarding making a payment?



Benchmark survey - Overall on a scale of 1-10, how satisfied were you with this service provider regarding making account changes?

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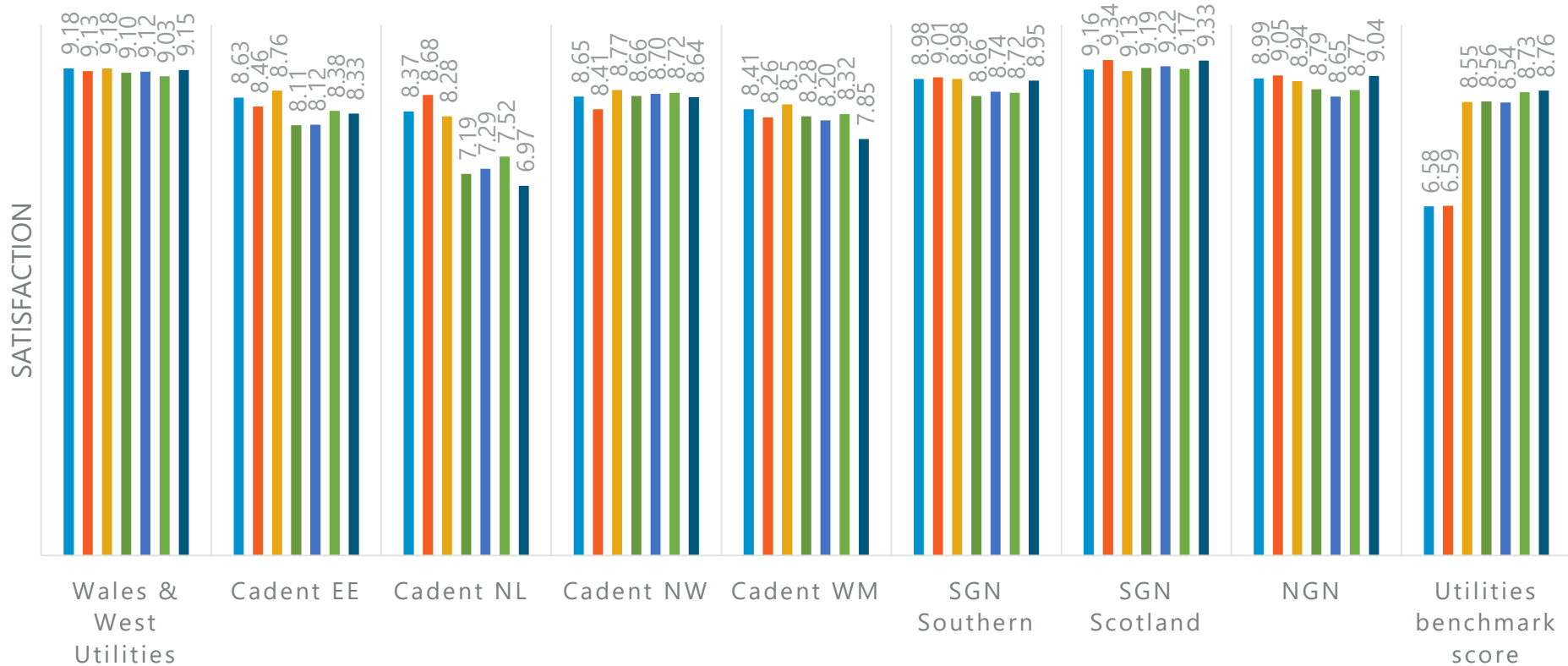
2019 Q3 2019 Q2 2018 Q4 2018 Q3 2018 Q2 2018 Q1 2017 Q4 M9 YTD



Comparable questions - GDN scores vs Utilities benchmark score –
Communication vs Ease of contact

Comparable questions - GDN scores vs Utilities benchmark score – Communication vs Ease of contact

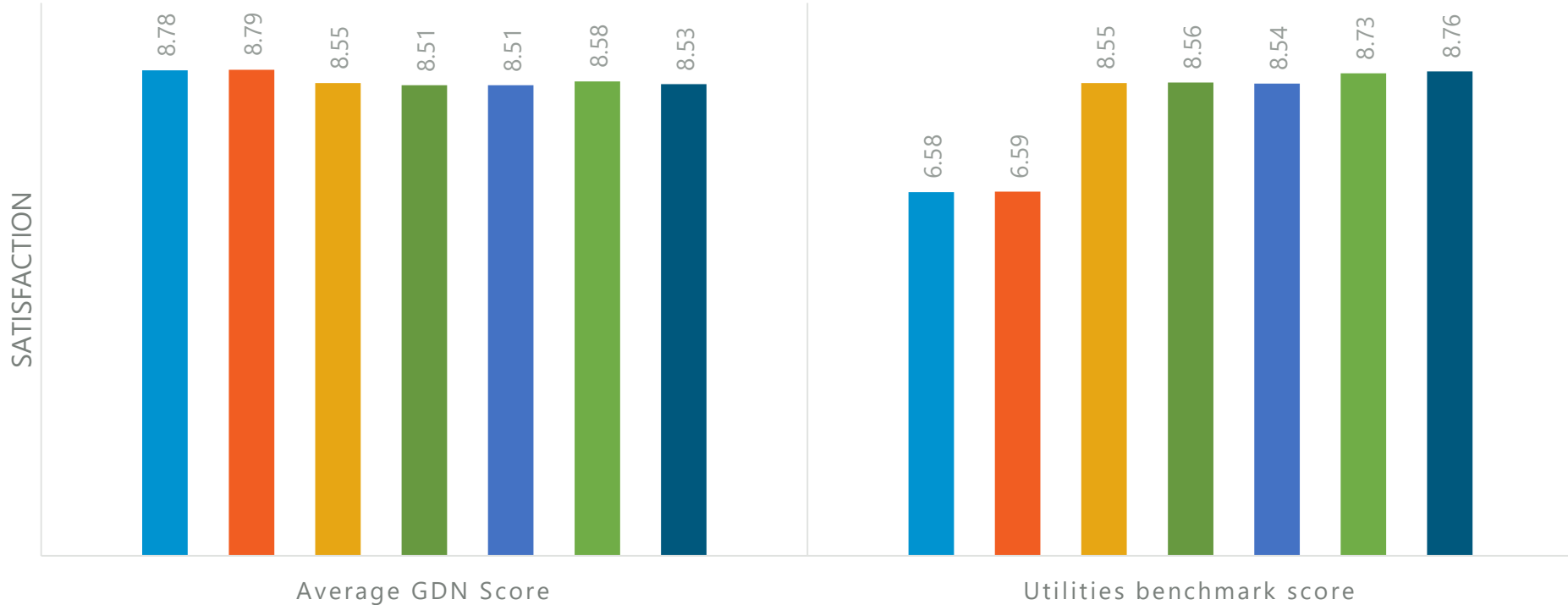
■ 2019 Q3 ■ 2019 Q2 ■ 2018 Q4 ■ 2018 Q3 ■ 2018 Q2 ■ 2018 Q1 ■ 2017 Q4



Comparable questions - GDN average vs Utilities benchmark –
Communication vs ease of contact

Comparable questions - GDN average vs Utilities benchmark – Communication vs ease of contact

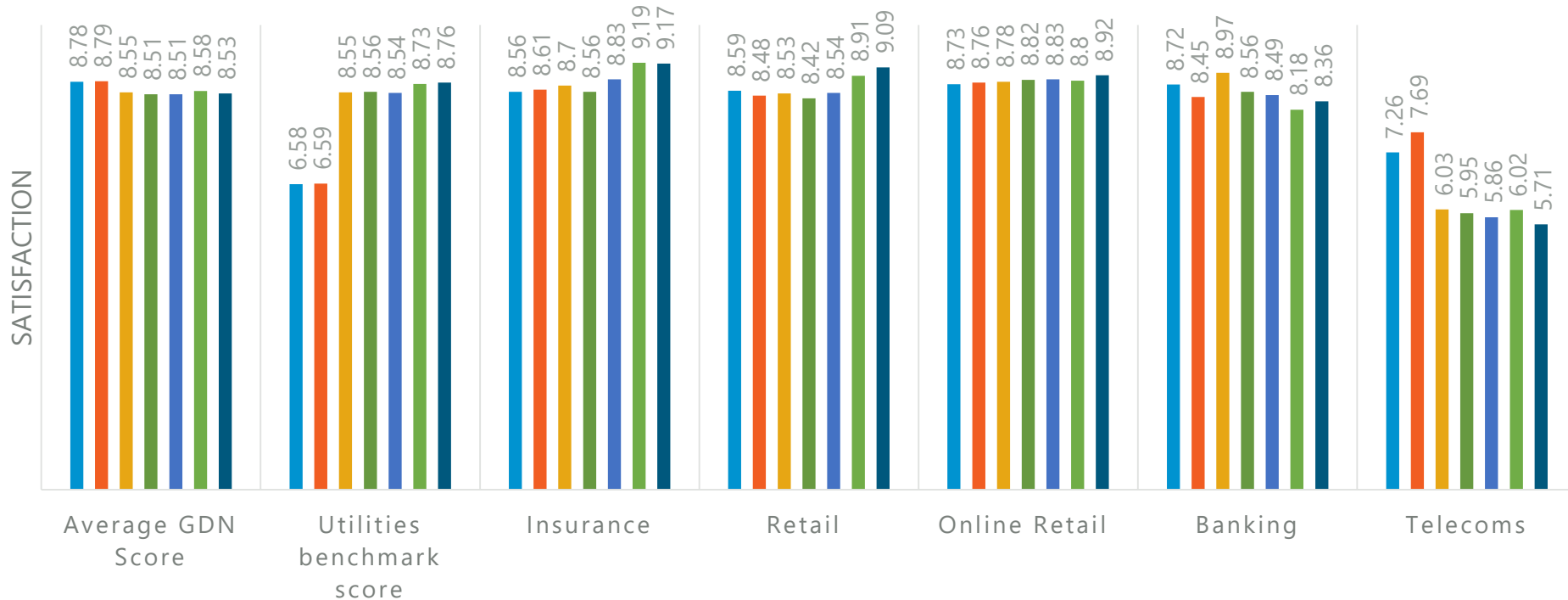
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Comparable questions - GDN average vs benchmark sector scores –
Communication vs ease of contact

Comparable questions - GDN average vs benchmark sector scores – Communication vs ease of contact

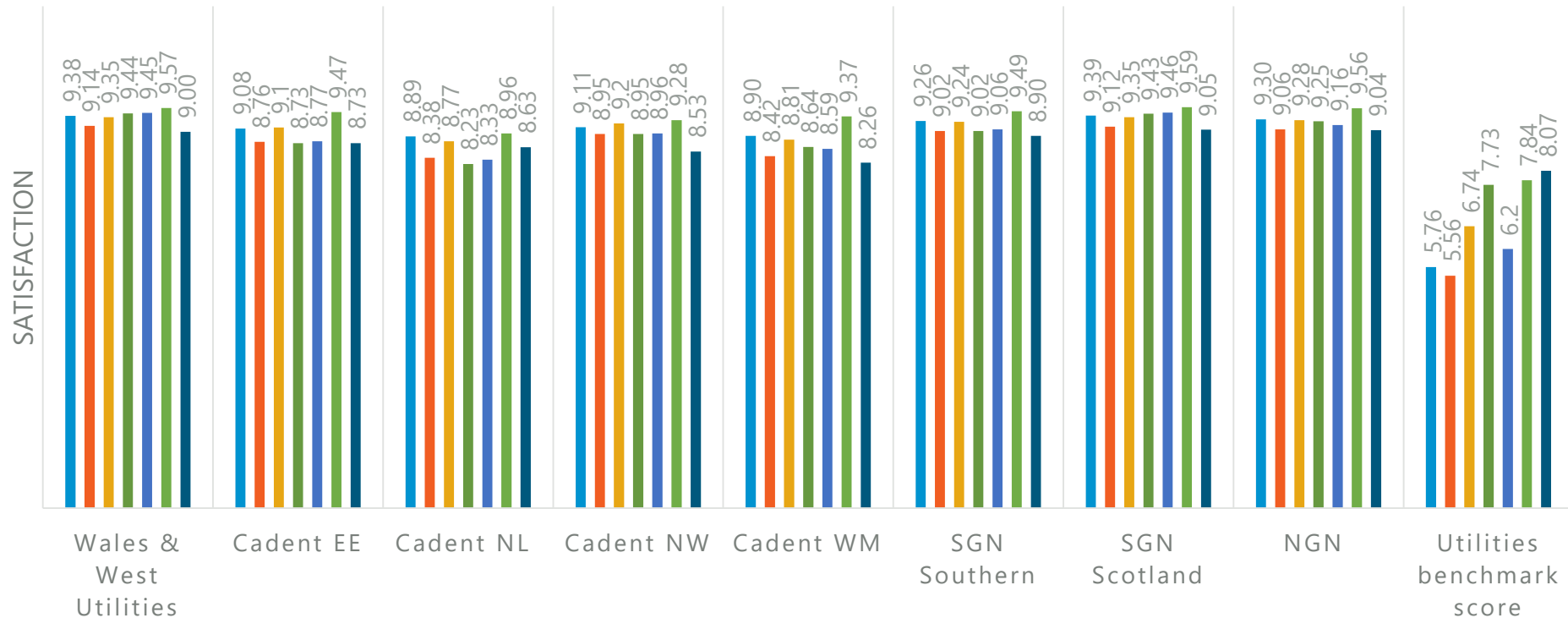
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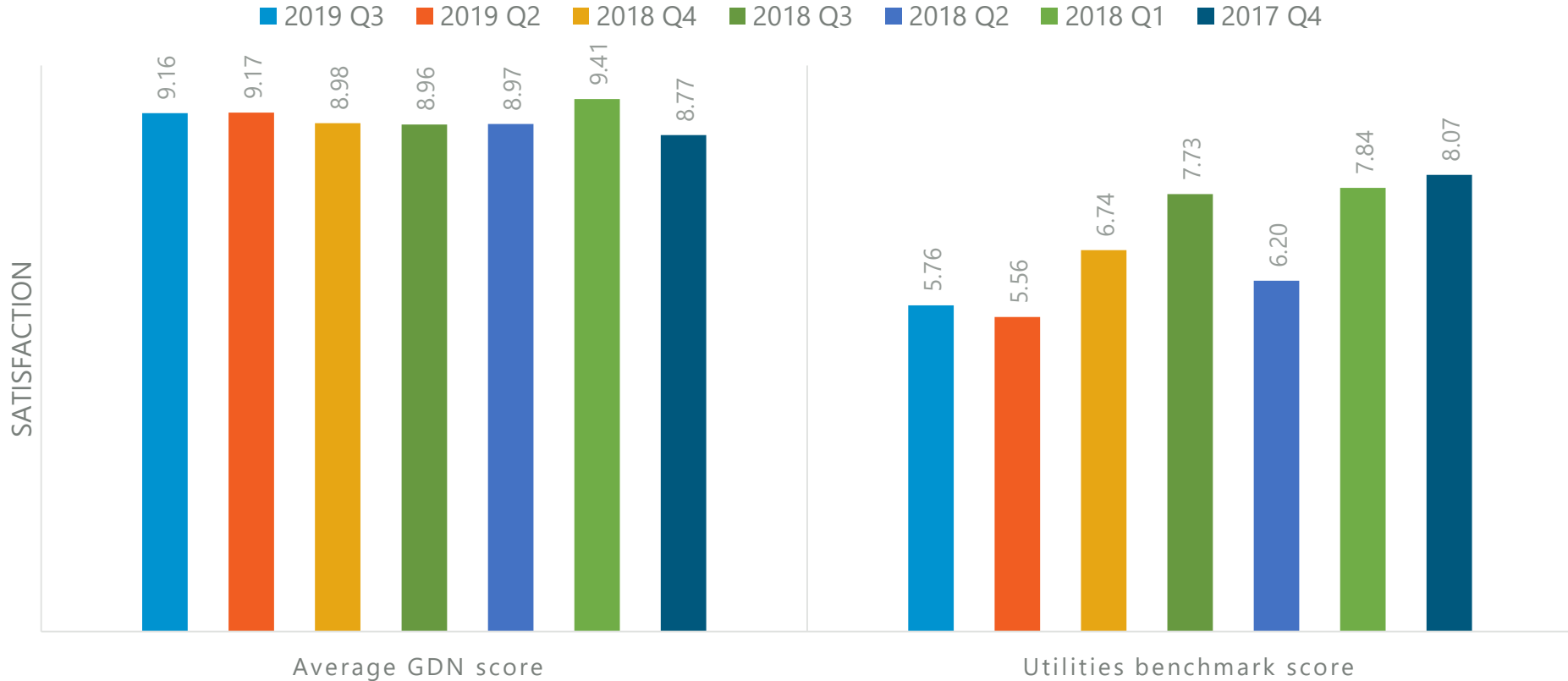
Comparable questions - GDN scores vs Utilities benchmark score -
Skill & professionalism of workforce vs Staff knowledge/ helpfulness

Comparable questions - GDN scores vs Utilities benchmark score – Skill & professionalism of workforce vs Staff knowledge/ helpfulness

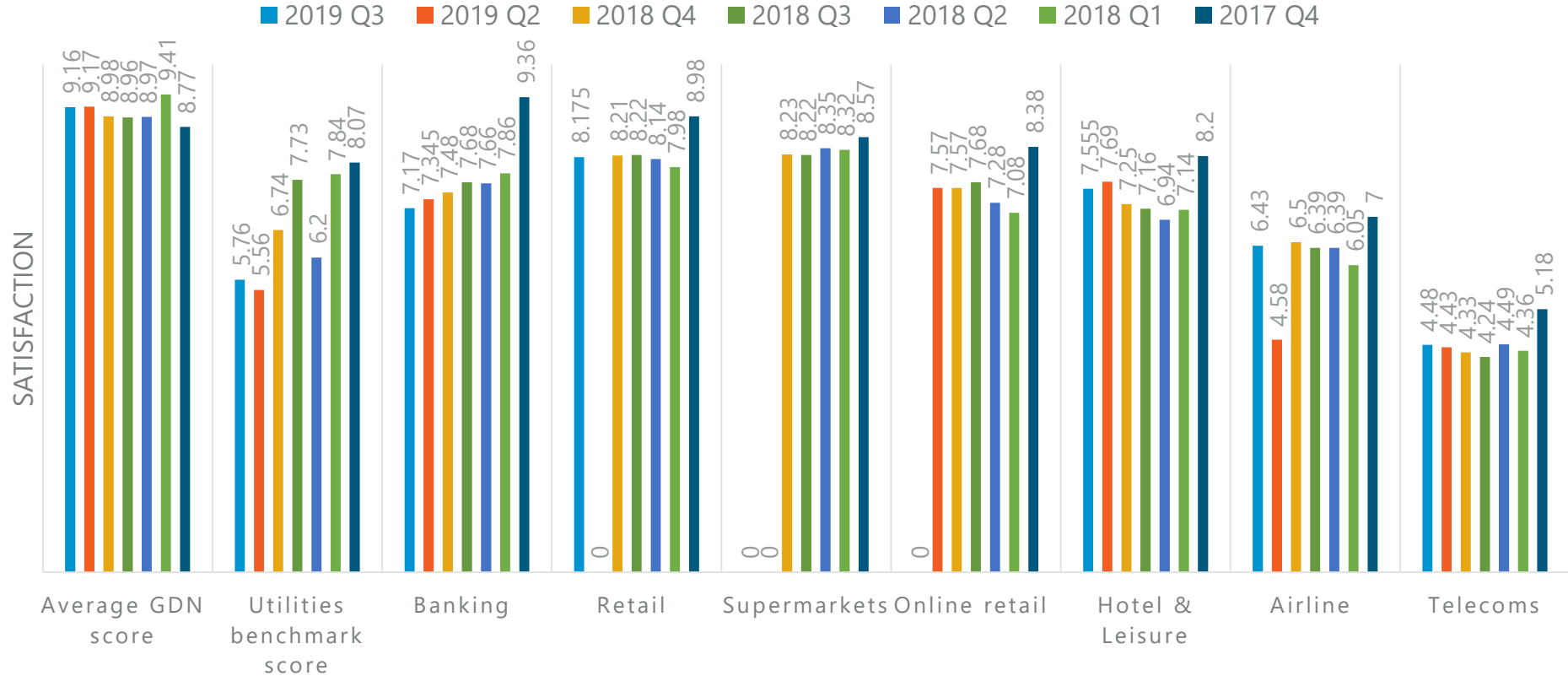
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Comparable questions - GDN average vs utilities benchmark score – Skill & professionalism of workforce vs Staff knowledge/ helpfulness



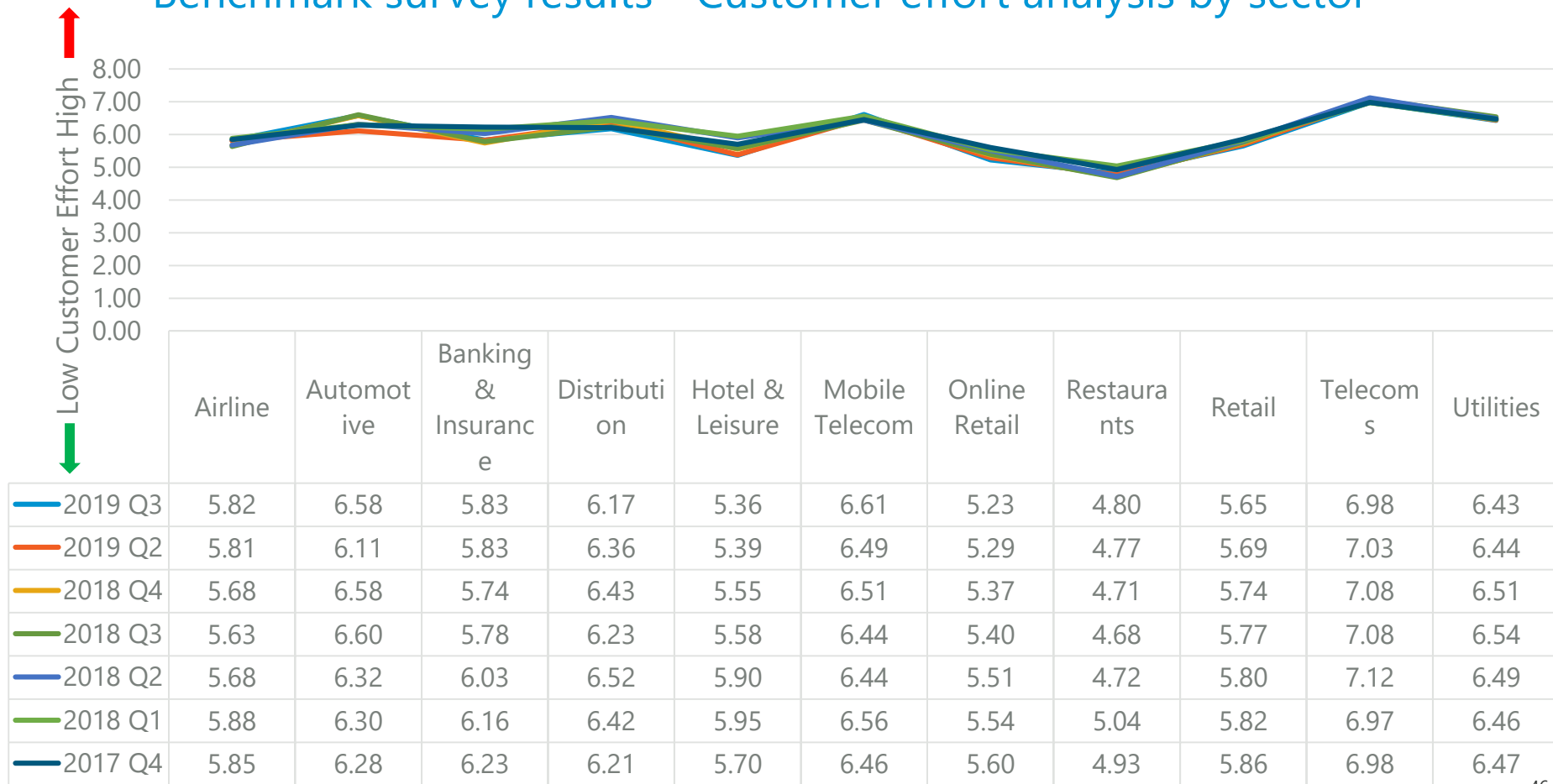
Comparable questions - GDN scores vs Utilities benchmark score – Skill & professionalism of workforce vs Staff knowledge/ helpfulness





Customer Effort Analysis Comparisons

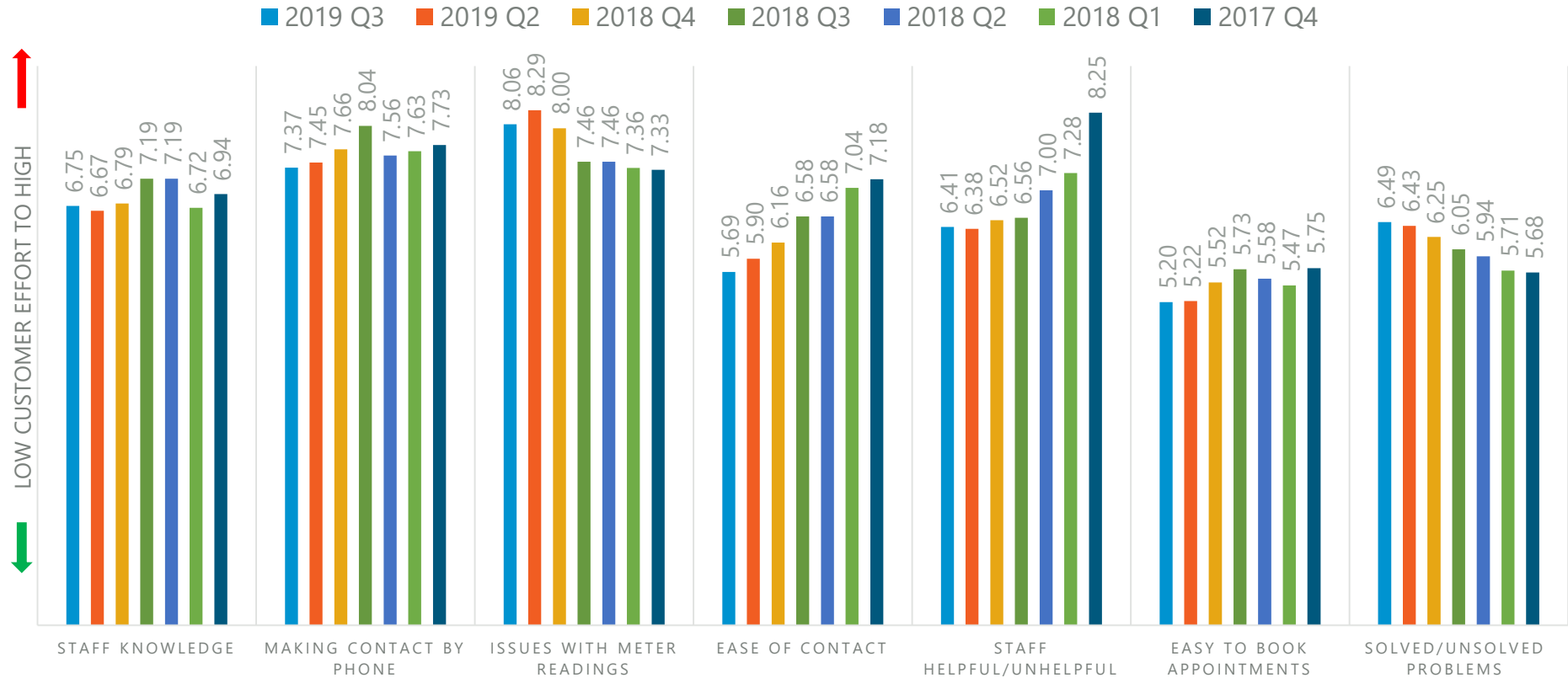
Benchmark survey results - Customer effort analysis by sector



Benchmark survey - Customer effort by transaction type – Utilities.
10 = high customer effort and 1 = low customer effort

Benchmark survey - Customer effort by transaction type – Utilities.

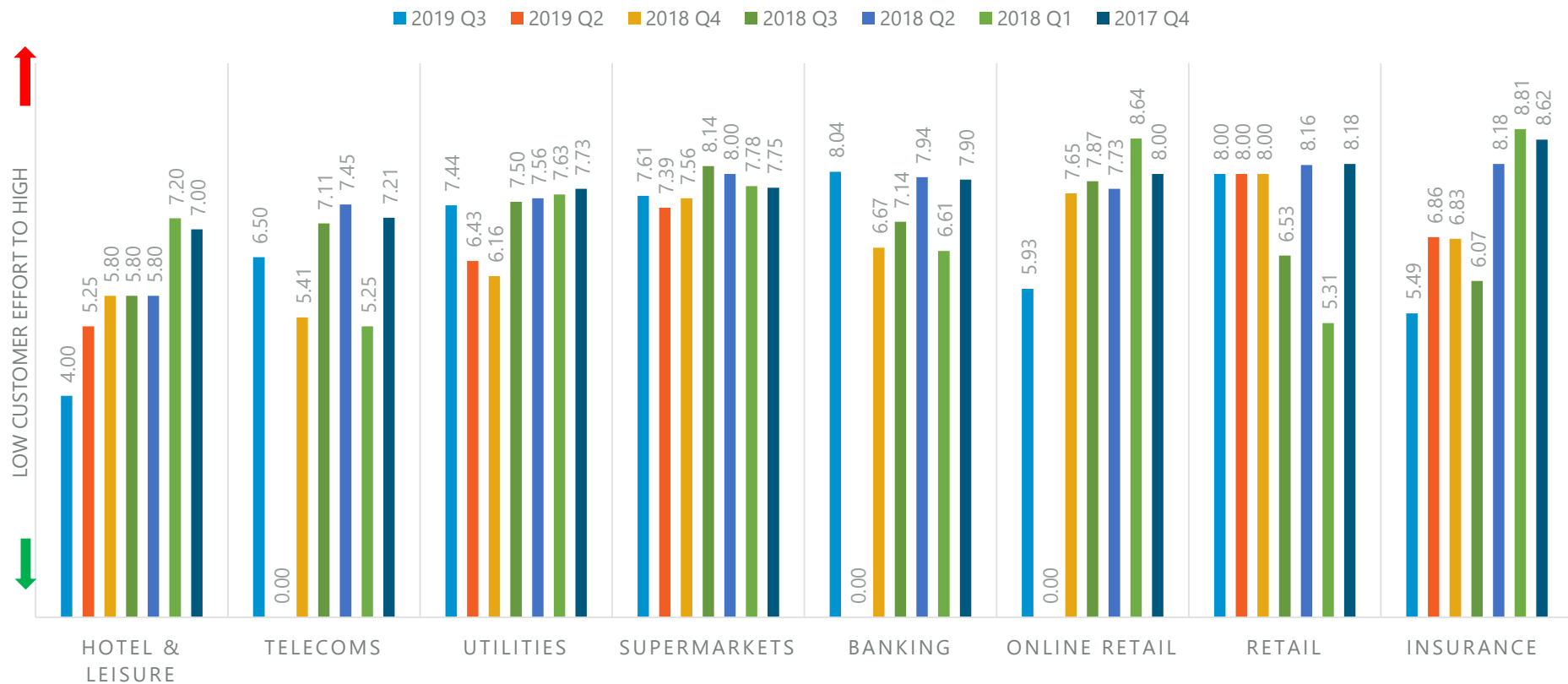
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Benchmark survey - Customer effort interactions benchmark –
Making contact by phone.

10 = high customer effort and 1 = low customer effort

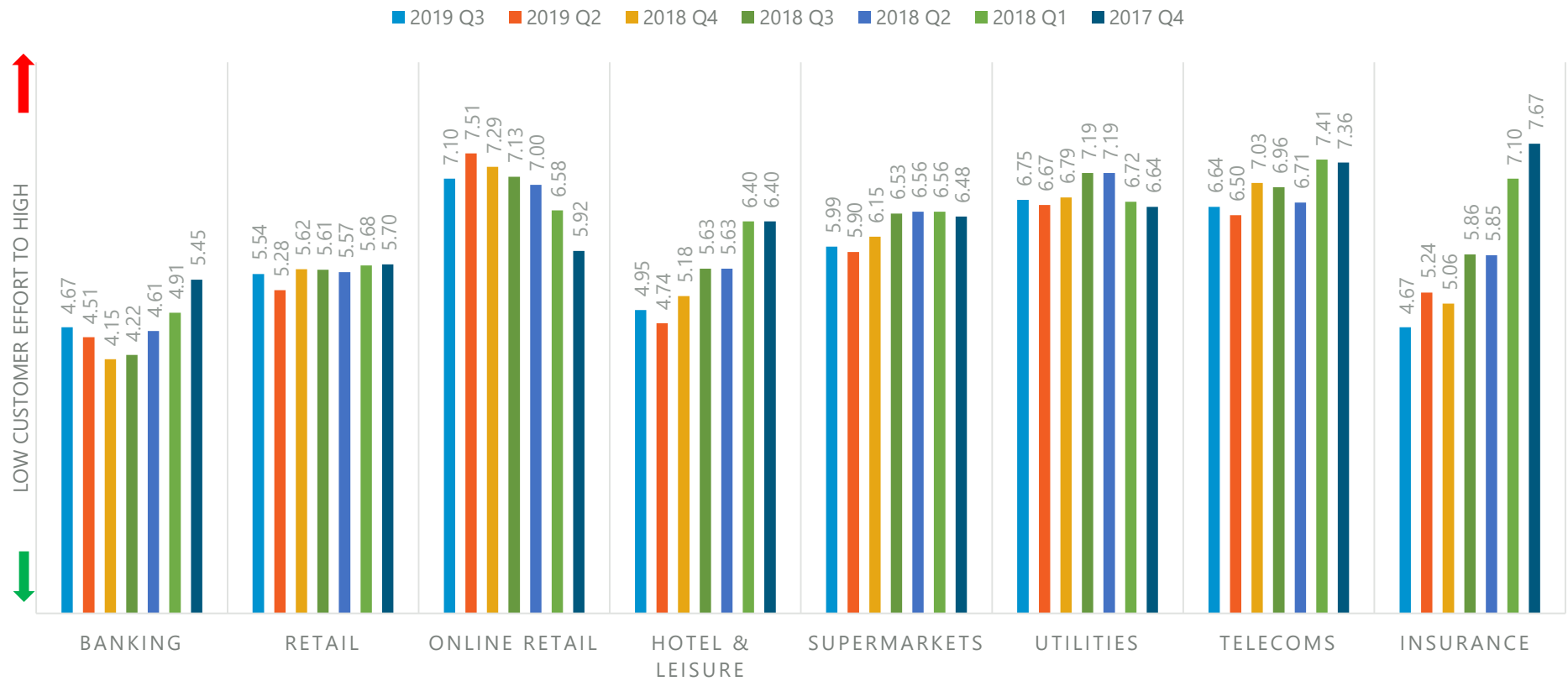
Benchmark survey - Customer effort interactions benchmark – Making contact by phone. 10 = high customer effort and 1 = low customer effort



Benchmark survey - Customer effort interactions benchmark – Staff knowledge. 10 = high customer effort and 1 = low customer effort

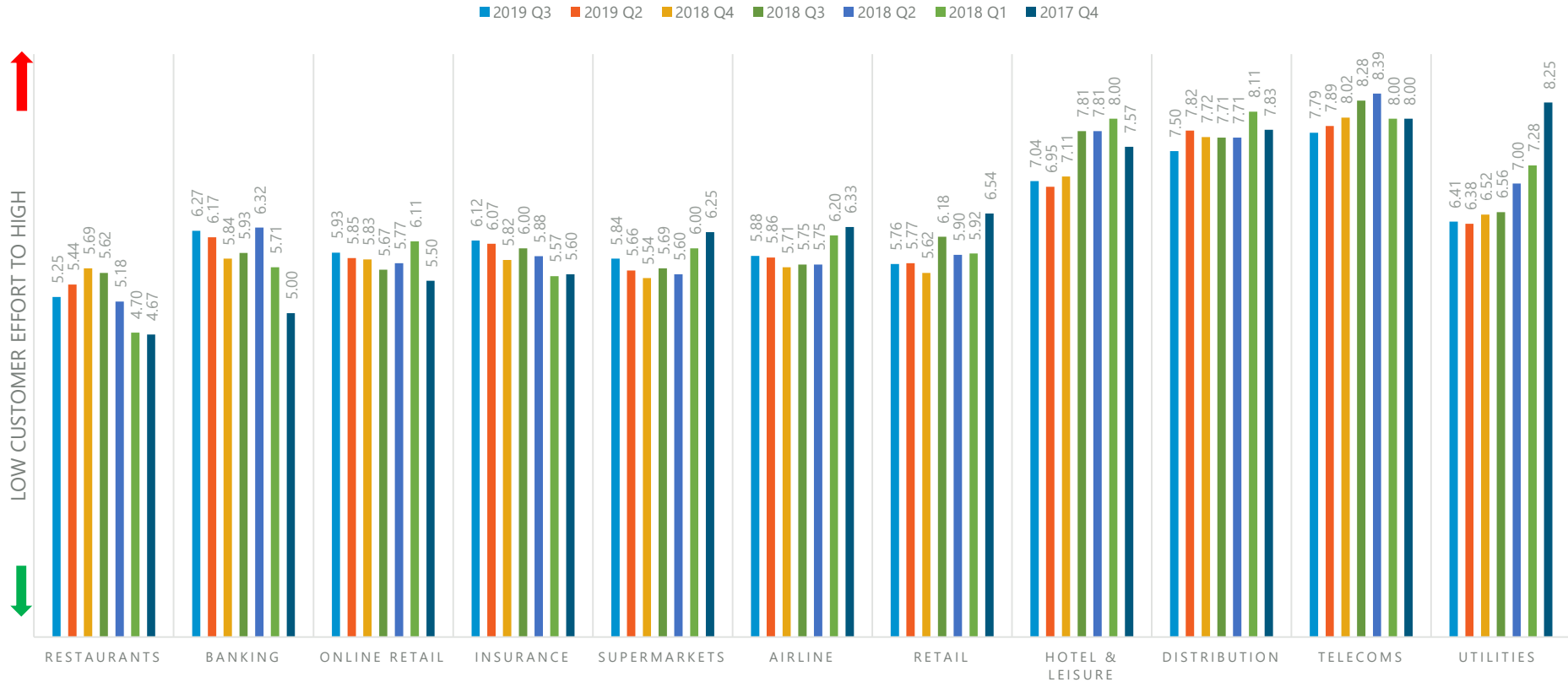
Benchmark survey - Customer effort interactions benchmark – Staff knowledge.

10 = high customer effort and 1 = low customer effort



Benchmark survey - Customer effort interactions benchmark – Staff helpful/unhelpful. 10 = high customer effort and 1 = low customer effort

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